

Monitoring and Evaluation

Monitoring

Monitoring can be defined as the continuous or periodic surveillance of program activities to achieve an effective performance. It aims to provide the right people with right information at the right time.

Evaluation

- Evaluation is a systematic process of assessing value potentials of a program (Swanson, 1985).
- Evaluation is an analytical process for systematically and objectively perceiving the relevance efficiency, effectiveness and impact of activities in the light of their objectives (Chada, 1989).
- Evaluation is the continuous and systematic process of delineating (অঙ্কিত করা), obtaining and providing useful information for judging decision alternatives.

Importance of monitoring and evaluation (মূল্যায়ন করা)

1. It gives evidence on the magnitude (প্রসার) of progress.
2. It serves as the basis for improvement of project objectives.
3. It helps to make possible revision or adjustment of project strategies and field operations to suit the ever-changing situation.
4. Provide constant feedback on the extent (ব্যাপ্তি) to which project are achieving their goals.
5. Monitor the accessibility of the project to all sectors of the target population.
6. Identify potential problems at an early stage and propose possible solution.
7. Evaluate the extent to which the project is able to achieve its general objectives.
8. Improve project design.
9. Provide guideline for the planning of future project.

Types of evaluation

- 1. Input evaluation:** This is type of evaluation where project personnel (কর্মী) evaluates effort and try to measure the quantity as well as quality of available resources, human and material (personnel, money, educational tools, methods or techniques) and of the activities generated by this resources.
- 2. Formative evaluation/on-going evaluation:** It concentrates on the design and operational component of the project with the end in view of gathering data for assessment (পরিমাপ) and affecting improvements.
- 3. Summative/Impact/Outcome/Ex-post evaluation:** This is type of evaluation where effects are evaluated while the main concern is to measure the results or outcomes of the effort are made in terms of intended objectives.

Principles of evaluation

1. Purpose of evaluation should be cleared.
2. Purpose of evaluation should be specific and attainable.
3. Evaluator must be unbiased.
4. Evaluation should be done on the basis of reliable information.
5. Appropriate and right techniques and methods should be used for evaluating the program.
6. Evaluation should include assessment and appraisal (গুণাবলী) of both product and the process.
7. Evaluation should be done in the context (প্রসঙ্গ) of an organisation's philosophy.

Steps of Evaluation

The various steps involved in an extension programme evaluative process maybe as follows-

- 1. Identification of program goals and objectives:** The first step in the evaluation process is the identification of program goal and objectives. It is necessary at this step to pinpoint what are expected to produce at the end of the program activity.
- 2. Examining the project activities and implementation procedures:** When conducting an evaluation, it is imperative that the evaluator knows not only program objectives or activity-specific objectives but also the activities and the manner of execution of these activities.
- 3. Determining the indicators of expected outcome:** After defining the objectives for evaluation and examination of activities to be executed, the next step to determining the indicators which will reveal if the program activities have been achieved.
- 4. Collection of data:** The next step in the evaluation is the collection of desired information that will reveal the success and failure of the program activity. In the collection of data there are two important things one has to bear in mind namely-
 - The sources of data.
 - The method of data collection.
- 5. Analysis and interpretation of data:** The last step in the project evaluation process is the analysis and interpretation of data that are collected.

Purposes of evaluation

The primary purpose of evaluation in extension program is to increase knowledge about environment of the program and how to improve the situation to make better use of limited resources and to assist management in making appropriate and timely decision for resulting improvement of the program. However the purposes of evaluation are stated below-

1. Program improvement: Evaluation is an integral part of the planned program. It is focused on improvement of the process. By taking a critical Outlook, we can Discover ways and means for improving our educational efforts. Thus, evaluation give direction to continued improvement in the programming. It also provide fresh data regarding situations essential for improving programming functions.

2. Program accomplishments: Through evaluator, we can assess the strength, weakness and value of our extension programs. It serves as a periodic check on the effectiveness of extension activity and teaching method used. Thus, evaluation helps to determine the degree to which specific objectives are being achieved and in the process also helps to clarify these objectives.

3. Public relations: Evaluation provides realistic information to the public, parliament and legislative (আইন প্রণয়নকর) bodies. Organisations, individual and professional groups in the community need to be constantly informed regarding the extension programme.

4. Professional security: Evaluation provides us with information that gives us satisfaction a feeling of accomplishment, confidence in extension workers and other staff members.

5. Professional growth: Evaluation enhances our knowledge. It gives us an index of how we are doing as professional workers. Hence we learn and can rectify our shortcomings.

6. Effective workmanship: Evaluation gives us the opportunity to work together as an extension staff to determine the effectiveness of the programs.

7. Impact of extension programs: Evaluation helps to determine the short-term and long-term impact of the extension programs in terms of social and economic dimensions.

8. Content of the programs: Evaluation enables determination of whether the content is contributing to the overall objectives of extension or not.

9. Methods of extension teaching: Evaluation provides information as to whether the extension teaching methods are being used effectively or not or whether any non extension methods are being used etc. It also helps in involving new methods of extension.

Contribution of evaluation to program planning

The process of evolution has a direct bearing on good program buildings and program execution. According to Kelsey and Hearne (1949), it makes the following contributions to extension program planning:

1. Evaluation helps to establish a "bench-mark" (উচ্চতর চিহ্ন). The first principle in program building is to get the facts about a situation and the first measurement in evaluation must be taken at the point where people start or just before the teaching process begins.
2. Evaluation shows, how far our plans have progressed. Studies of extension work have shown that it often takes years of constant teaching to ensure general adoption of practices. If a practice is really good, we should push it until it is well established but take care to stop at that point and take up a new one.

3. Evaluation shows whether we're progressing in the right direction. It helps to test our objective and to recommend changes where needed. By its systematic approach, it may point out omissions (অভিষ্ঠ) or suggest entirely new direction of effort. It helps to focus work directly on the needs, interested and Desire of the people.

4. Evaluation indicates the effectiveness of a program. After all, the end product of our work is to produce educational or material changes. Any good teaching plan must include the process of evaluation.

5. Evaluation helps to locate strong and weak points in any program or plan. Improvements can be made only when we locate the weak points and make an effort to strengthen them. This applies to both planning and teaching.

6. Evaluation improve our skills in working with people. In program building, much skill is required to enable people to bring all the facts together and to arrive at sound conclusions without domination by professional workers.

7. Evaluation helps to determine priorities for activities in the plan of work. As extension becomes more complex, one of its greatest problems is to determine what to do, how much to do and what to omit (উপেক্ষা করা).

8. Evaluation brings confidence and satisfaction to extension work. Volunteer leaders even more than paid workers, benefit by the satisfaction they get from knowing what results are obtained. When the evaluation shows a negative result, we can then change our work in line with what has been found and proceed with confidence. With the results of evaluation studies, rural people can more intelligently participate in future planning of their own programs.

Differences between monitoring and evaluation

Evaluation	Monitoring
1. Evaluation challenges design.	1. Monitoring accepts design as given.
2. Evaluation draws conclusions and make judgement.	2. Monitoring measures progress.
3. Evaluation focuses on relevance.	3. Monitoring focuses on compliance.
4. Evaluation is conducted at intervals for decision making.	4. Monitoring is a continuous process.
5. Make use of data produced by monitoring.	5. Tools for improving project management.
6. Measures extent of change in the program.	6. Measures adherence to work schedule.